Utah's
BRYCE CANYON
COUNTRY

STYLE GUIDE

INTRODUCTION

The purpose of this style guide is to explain the use of the brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.

Your corporate identity is the face and personality presented to the global community. It's as important as the products and services you provide. Your identity is the total effect of your logos, products, brand names, trademarks, advertising, brochures, and presentations—everything that represents you.

Because the brand cannot be compromised, we've created this guide to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent your company cohesively to the outside world.

If you have any questions regarding anything z in these pages please refer to the contact info below:

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LOGO

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

▶ **01** This logo is to be used on all color ads and other printed materials with a dark background. This includes print ads, posters, flyers, billboards, and packaging.

▶ **02** This logo is to be used on all color ads and other printed materials with a light background. This includes print ads, posters, flyers, billboards, and packaging.

▶ **03** This logo is the alternate logo and is to be used on a dark background where the full color version of the logo would not apply well.

▶ **04** This logo is the alternate logo and is to be used on a light background where the full color version of the logo would not apply well.
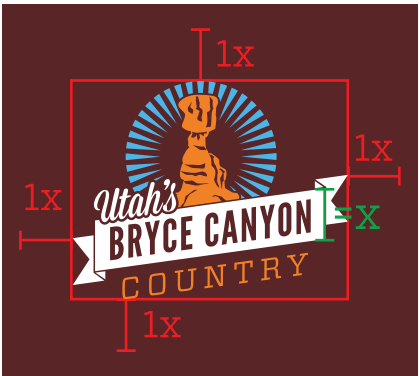
01

02

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LOGO CLEAR ZONE

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction.

▶ **01 LOGO CLEAR ZONE**
The banner height is to be used as the amount of clear space that should be left on all sides of the mark when applying it.

▶ **02 LOGO MINIMUM REPRODUCTION**
In the primary logo format a minimum size must be adhered to so that legibility is retained.

LOGO MISUSE

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.

▶ **01 LOW CONTRAST**
The backdrop for the logo's placement is too similar to the primary color it lacks visibility and contrast.

▶ **02 COMPRESSED**
The logo has become distorted, stretching or squishing the shape and text.

▶ **03 STRETCHED**
The logo has been distorted. If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.

▶ **04 ROTATED**
Make sure to keep the proper vertical and horizontal alignment.

▶ **05 CHANGED COLORS**
Colors outside of the selected brand color scheme have been used. This is not recommended as it confuses the brand image.

▶ **06 COMPLEX BACKGROUND**
The background is to complex to be able to see the logo clearly.

LOGO DROP SHADOW

To allow the logo to be more versatile, a subtle drop shadow may be used to provide additional contrast.

A custom shadow may also be placed behind the logo if the background image is close in color to the logo colors.

▶ **01 DROP SHADOW**

On a lighter image use a subtle drop shadow to increase visibility. Opacity should be no greater than 60% and try to keep the X and Y offset as tight as possible with a blur of .01 in.

▶ **02 CUSTOM SHADOW**

When using a custom shadow to differentiate the logo color from the background color use a radial gradient shadow. Opacity should be no greater than 80% and it should be set to Luminosity.

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TYPEFACES

The primary typeface is simple, modern and clean. It should be used as the typeface for headlines, body copy, numbers etc.

The secondary typeface can be used where a more bold/prominent look is desired, mainly only as headers.

▸ **01 VITESSE BOOK (PRIMARY)**
This is the primary logo font and will also be used as the font for body copy throughout various forms of media.

▸ **02 TRADE GOTHIC BOLD CONDENSED NO.20 (SECONDARY)**
This is the secondary logo font and will mostly be used as a main header and other more subtle areas.

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COLORS

Primary, secondary, and tertiary colors are the only colors that are to be used in the logo/mark as established in their corresponding sections of the style guide.

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▶ **01 PRIMARY DARK RED/BROWN**
Pantone   2357 C
RGB   72 . 29 . 29
CMYK   44 . 81 . 72 . 65

▶ **02 SECONDARY ORANGE**
Pantone   916 C
RGB   237 . 113 . 0
CMYK   3 . 67 . 100 . 0

▶ **03 TERTIARY BLUE**
Pantone   8812 C
RGB   47 . 178 . 230
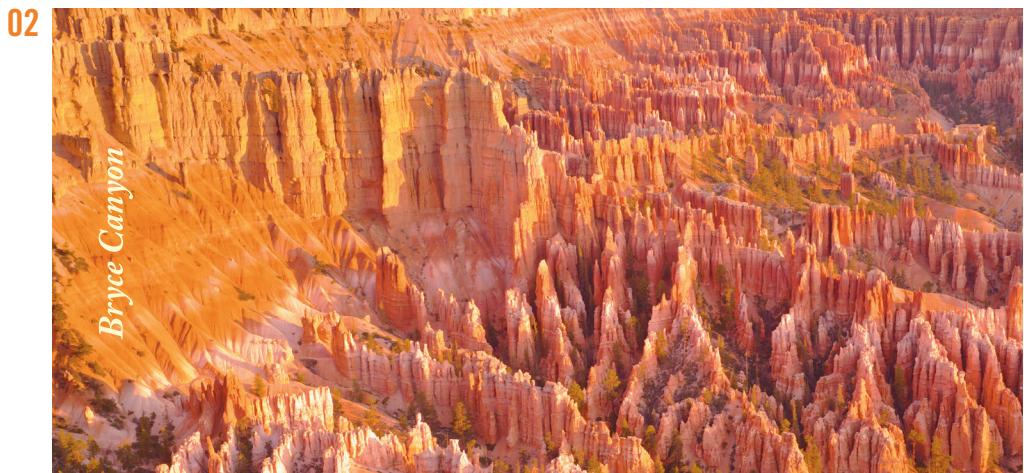CMYK   67 . 10 . 0 . 0

01

02

03

URL / LOCATION

When using the URL along with the logo, the same rules apply as for the logo clear zone. This allows for consistency in spacing.

On all material featuring a location it is required to call out that location with vertical type along the left side.

▶ **01 URL PLACEMENT**

If the URL is used with the logo it will be placed in the center at the bottom of the image or ad. As with the logo the banner height is used to determine spacing for the URL and logo.

▶ **02 CALLOUT**

Using the font Caslon Pro Bold Italic the name of the location featured should be placed along the left side of the page with a vertical orientation, as is pictured. The location can be moved up or down on the image, but must always be above the logo and URL. A subtle drop shadow may be used to increase visibility. Use discretion.

01

Utah's
BRYCE CANYON
COUNTRY
1x
1x
BRYCECANYONCOUNTRY.COM
1x

02

Bryce Canyon

BYWAY 12 LOGO

When called for the Scenic Byway 12 logo will be added to ads above the logo and aligned with a side margin. The size and placement should be determined based on the rest of the elements already present in the ad.

▶ **01 CLEAR ZONE**
Using the 12 as the unit of measure there should be at least one unit per side of the logo where no other elements are placed.

▶ **02 DROP SHADOW**
On complex backgrounds with varied light and dark areas, a subtle drop shadow may be used.

01

1x

1x

=X

1x

1x

SCENIC BYWAY 12
UTAH'S ALL-AMERICAN ROAD

02

SCENIC BYWAY 12
UTAH'S ALL-AMERICAN ROAD